



Census 2010  
**Rochester's  
future**  
is counting on you.

**I want to be counted so**

*I can provide good food  
for my kids*

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**Make sure you fill out your 2010 census.**

The allocation of approximately \$400 billion in federal funds and representation is based on this data.

**Many Rochester families rely on this funding** to provide nutritious food to their kids through the WIC program and free lunch program in their schools.

**It's fast, easy and confidential.**

It takes less than 10 minutes to complete.

**The benefit?** Funding for programs that create a healthier Rochester.

**Census 2010. Don't Forget to be Counted. [www.cityofrochester.gov/census2010](http://www.cityofrochester.gov/census2010)**